

Message Text

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PAGE 01 DUSSEL 01953 012118Z

ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W

-----023706 020651Z /10

R 011425Z DEC 77

FM AMCONSUL DUSSELDORF

TO USDOC WASHDC

INFO SECSTATE WASHDC 3355

AMEMBASSY BONN

AMCONSUL BREMEN

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS DUSSELDORF 1953

FOR DIBA/OIM WHITELEY

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: US COMMERCIAL INFORMATION DAY REPORT: SPRECHTAG
AT COLOGNE

1. SUMMARY: THE CONSULATE GENERAL HELD ITS FIRST MAJOR US COMMERCIAL INFORMATION DAY (SPRECHTAG) OF FY 1978, AND 33RD OVERALL, ON OCTOBER 12 AND 13, 1977 IN COLOGNE. THE EVENT, CO-SPONSORED BY THE INDUSTRIE- UND HANDELSKAMMER ZU KOELN (IHK), AND STAGED AT THE NEW US INTERNATIONAL MARKETING CENTER, WAS THE SECOND OF ITS KIND CONDUCTED IN THAT CITY AND ATTRACTED 50 GERMAN FIRMS AND THE REPRESENTATIVES OF 14 US STATE DEVELOPMENT OFFICES. DIRECT RESULTS OF THE SPRECHTAG INCLUDED 67 TRADE OPPORTUNITIES AS WELL AS 3 AGRICULTURAL, 11 LICENSING AND 4 INVESTMENT OPPORTUNITIES. END SUMMARY

2. SPRECHTAG REPORT PROVIDED AS FOLLOWS:

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PAGE 02 DUSSEL 01953 012118Z

A. EVENT: SPRECHTAG (TWO DAYS WITH RECEPTION)

B. DATE: OCTOBER 12 AND 13, 1977

C. CITY: COLOGNE

D. CO-OPERATING ORGANIZATIONS: 1) THE INDUSTRIE- UND HANDELS-KAMMER ZU KOELN (CHAMBER OF COMMERCE) PROVIDED THE CONSULATE WITH A LIST OF IHK MEMBERS AND ALSO PUBLICIZED THE EVENT IN ITS SEPTEMBER NEWSLETTER; 2) THE US INTERNATIONAL MARKETING

CENTER, COLOGNE, PROVIDED FACILITIES FOR BOTH THE
INTERVIEWS AND THE RECEPTION.

E. GEOGRAPHIC AREA COVERED BY SPRECHTAG: COLOGNE AND
SUBURBS

F. NUMBER OF PARTICIPANTS:

- 1) FIRMS SCHEDULING APPOINTMENTS ON DAY OF SPRECHTAG: 51
- 2) FIRMS ACTUALLY INTERVIEWED ON DAY OF SPRECHTAG: 50
- 3) US STATE REPRESENTATIVES: 14
- 4) RECEPTION ATTENDEES: 30

G. RESULT:

- 1) TRADE OPPORTUNITIES: 67 (286 SIC NUMBERS)
- 2) AGRICULTURAL TRADE OPPORTUNITIES: 3
- 3) LICENSING/REVERSE LICENSING OPPORTUNITIES: 11
- 4) REVERSE INVESTMENT OPPORTUNITIES: 4BLIGH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Original Previous Classification: n/a
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Review Release Date: n/a
Review Release Event: n/a
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Review Withdrawn Fields: n/a
SAS ID: 114753
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Status: NATIVE
Subject: US COMMERCIAL INFORMATION DAY REPORT: SPRECHTAG AT COLOGNE
TAGS: BEXP, GE
To: COM
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vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/7afbcefb-c188-dd11-92da-001cc4696bcc
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